

Historic, Archive Document

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Miss Heumann

MAR 12 1937

THE WILLIAM MACDONALD SEED CO.

Exclusive Flower Seed Growers

SANTA MARIA, CALIFORNIA

OVER THIRTY-SEVEN
YEARS IN THE
SEED BUSINESS

EUROPEAN EXPERIENCE
1900 TO 1911
AMERICAN EXPERIENCE
1912 TO 1937

NOVEMBER 27, 1937

GENTLEMEN:

AS OUR 1937 GROWING SEASON DRAWS RAPIDLY TO A CLOSE--WE ARE PLEASED TO SAY THAT WE HAVE HARVESTED THE FINEST AND LARGEST VERBENA CROP IN THIS PART OF CALIFORNIA.

NEVER AN EASY ITEM TO GERMINATE.....NEW, HEAVY SEEDS WILL ALWAYS TEST 20% TO 30% BETTER THAN YEAR-LING STOCK. WE ARE ENCLOSING A LIST OF VARIETIES THAT WE OFFER AND CAN MAKE IMMEDIATE DELIVERY ON FROM 1937 HARVEST.

WE WOULD ALSO LIKE TO DRAW YOUR ATTENTION AT THIS TIME TO THREE NATIONALLY POPULAR NOVELTIES THAT WE LIST AND NOW HAVE A SMALL SURPLUS OFF.

(1)MORNING GLORY CLARK'S HEAVENLY BLUE, A BEAUTIFUL SHADE OF BELLADONNA BLUE. (2)COSMOS SENSATION PINKIE AND PURITY, OUR STOCK IS EXCEPTIONALLY GOOD. (3)CALLIOPSIS GOLDEN CREST, OUR 1935 NOVELTY WHICH IS IDENTICALLY SIMILAR TO THE 1938 ALL AMERICA AWARD OF MERIT WINNER, "GOLDEN CROWN." SEE OUR LATEST NOVELTY LIST FOR COMPLETE DESCRIPTIONS OF THESE NOVELTIES.

YOUR ORDERS FOR ANY OF THE ABOVE VARIETIES WILL BE GREATLY APPRECIATED AND RECEIVE OUR PROMPT ATTENTION.

YOURS VERY TRULY,

THE WILLIAM MACDONALD SEED CO.

Wm Macdonald

WM J
P. S.

WE SUGGEST THAT YOU USE THE ENCLOSED SHEET AS AN ORDER BLANK.

FIRM NAME.....DATE.....

CITY.....STATE.....

QUANTITY

PER POUND

VERBENA HYBRIDA

.....BLUE SHADES	.40	5.00
.....DANEBOG, INTENSE SCARLET	.40	5.00
.....DARK BLUE	.40	5.00
.....DEFIANCE, BRIGHT SCARLET	.40	5.00
.....LUCIFER, BRILLIANT SCARLET SELF	.40	5.00
.....LUTEA YELLOW	.40	5.00
.....MAYFLOWER, PINK SELF	.40	5.00
.....PINK AND ROSE SHADES	.40	5.00
.....PURPLE MANTLE, PURPLE	.40	5.00
.....WHITE	.40	5.00
.....MAMMOTH CHOICE MIXED	.50	3.50

VERBENA HYBRIDA GRANDIFLORA

.....BEAUTY OF OXFORD HYBRIDS	1.20	15.00
.....BLUE, WHITE EYE	.80	10.00
.....CERISE QUEEN, SOFT SALMON CERISE	1.20	15.00
.....COCCINEA, SCARLET, WHITE EYE	.80	10.00
.....CREAM, LARGE CREAM-WHITE	1.60	20.00
.....ETNA, GERANIUM RED	1.20	15.00
.....LAVENDER GLORY	.80	10.00
.....LUCIFER, FLAMING SCARLET	.80	10.00
.....LUMINOSA	.80	10.00
.....PURE WHITE	.80	10.00
.....ROSEA STELLATA	.80	10.00
.....ROYALE, ROYAL PURPLE, WHITE EYE	1.20	15.00
.....SPECTRUM RED	1.20	15.00
.....VIOLACEA STELLATA	.80	10.00
.....EXQUISITE MIXED, (GIGANTEA)	.55	7.00

VERBENA HYBRIDA COMPACTA ERECTA

.....CARMINE BALL	1.20	15.00
.....FIREBALL, DWARF COMPACT	1.20	15.00
.....PASTEL SHADES	1.20	15.00
.....ROSE BOUQUET	1.60	20.00
.....PINK AND ROSE BOUQUET	1.60	20.00
.....WHITE BOUQUET, PURE WHITE	1.60	20.00
.....ROYAL BOUQUET MIXED, VERY GOOD	1.20	15.00

.....MORNING GLORY CLARK'S HEAVENLY BLUE	.30	3.50
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.....COSMOS EARLY SENSATION PINKIE	.80	10.00
.....PURITY	.80	10.00

.....CALLIOPSIS DRUM. GOLDEN CREST	.15	1.50
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